

Town of Rocky Hill
Job Description
Media Communications Coordinator

POSITION: Media Communications Coordinator
DEPARTMENT: Information Technology and Facilities
REPORTS TO: Director of Information Technology and Facilities
SUPERVISES: Part-time Employees
BARGAINING UNIT: None

Summary of Responsibility:

This position provides professional and technical web based application support services to Town staff and additional end users. This position also ensures the Town of Rocky Hill's website and other media outlets are designed, implemented, coordinated and maintained to the highest professional standards. Serves as a consultant to departments by understanding information processing needs and assisting in developing communication strategies and objectives.

Essential Functions:

1. Administers Town website and website content management system (internal/external) for all Town departments.
2. Manages the local government access channel, electronic signage and social media as the content manager, and supervises all part-time staff who operate filming.
3. Interacts with Department Heads, boards and commission members, and town staff, as needed, to provide design, implementation, content creation and support for Town website applications and automated communication tools.
4. As assigned, works with Department Heads and Directors develop and manage Town's communication strategy with the public using appropriate internal and external outlets, and coordinating multiple messages from internal and external stakeholders.
5. Accountable for outreach, as appropriate and assigned, to external stakeholders and partners for purposes of ensuring effective, coordinated communications, and accordingly, maintains standard work hours Monday through Friday with evening or weekend activities and travel as required.
6. Responsible for working with departments to provide support for specific web based department application software including but not limited to installation of client applications on employee workstations, top level support of webserver applications, and the liaison to website application vendor for technical support.
7. Performs detailed analysis of departmental functions and procedures in order to identify opportunities to provide information and E-Government solutions to the public through the Internet.
8. Uses graphical layout and design experience to produce both static and interactive web pages and other town collateral such as brochures, publication, flyers, etc.
9. Publishes, proofreads and edits content update, ensures quality of messages, and performs link maintenance on existing web pages.

10. Understanding of commonly used multimedia file types and their extensions. Ability to work with scanned images, digital video, multimedia and still photography. Manage Town photographer relationship providing direction and coordination as required.
11. Lead projects to enhance existing static web pages to include interactive access to dynamic data and web applications.
12. Develops and delivers training on various web-based application software products to staff, as needed.
13. Maintains an understanding of industry trends and learns new web based application software products; also assists with the implementation of new third party applications and provides end user support as required.
14. Performs other duties as assigned, and introduces or contributes to process and productivity improvements.

Note: The duties listed above are intended only as illustrative of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar or a logical assignment to the position.

Qualifications and Competencies:

1. Bachelor's degree, or higher level degree, in Communications, Marketing, or closely related field.
2. With regard to prior work experience, applicants must have a minimum of three (3) years' work experience in positions with primary accountability for managing web pages, content management systems, and media systems in medium- to large-sized public or private organizations with multiple stakeholders.
3. Demonstrated, prior experience in effective project management and management of multiple high-profile projects with competing deadlines in fast-paced working environments.
4. Ability to work as an individual contributor, teammate, leader, and ability to partner with Department Heads, Directors, Town Photographer, and other stakeholders.
5. Ability to work evenings and weekends when necessary, and ability and willingness to travel for the purposes of building and maintaining relationships with stakeholders.
6. Must be a dependable, detail-oriented, well-organized multi-tasker who thrives in dynamic busy working environments.
7. Superb written and verbal communication skills, including ability to proofread, make corrections and suggestions appropriately on all published content as necessary, and ensure the quality of messages.

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Must be able to perform continuous bending, twisting, stooping, reaching and lifting of moderate to heavy weight material up to 25 lbs.

2. Is required to have the dexterity to operate and control tools and equipment required within the essential functions. Including the use of hands to handle, feel or operate objects, tools or controls; and reach with hands and arms;
3. Vision abilities required by the job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus;
4. Able to sit for prolonged periods of time;
5. Able to perform in a work environment that is quiet to noisy depending on the task or equipment being used.
6. Must be able to hear normal sounds with background noise, distinguish voice patterns and communicate clearly with speech as in using a telephone or providing group training.

The Town of Rocky Hill is an EOE/AA employer and complies with the guidelines of the ADA.